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11/16/23 • COVID • BIG PHARMA › NEWS

'Chair Care': New Mexico Hairstylists Being Trained Under CDC-Funded Program to Push COVID, Flu Shots

Under "Chair Care," a program funded by the Centers for Disease Control and Prevention, New Mexico hairstylists are paid and trained as "trusted messengers" to promote COVID-19 and flu vaccines, especially to minority and conservative clients with low vaccination rates.

By **Brenda Baletti, Ph.D.**

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Public health agencies are funding a New Mexico program to train and pay local hairstylists working in privately owned salons to promote COVID-19 and flu vaccines to their clients.

The "Chair Care" program trains these "trusted messengers" to target New Mexico's Hispanic, Black, Native American and conservative populations who have been shown to have the lowest vaccine uptake and highest "vaccine hesitancy."

The Centers for Disease Control and Prevention (CDC) and the New Mexico Department of Public Health (NMDOH) are funding the program, which is run by Presbyterian Community Health and Better Together New Mexico, an NMDOH initiative that connects local organizations to do vaccine outreach throughout the state.

Other partners in the grant program include an unnamed doctor, a salon, a hairstylist and an Albuquerque company, Serna Solutions, which provides behavioral health training.

The program is training hair stylists to spread the agencies' vetted messaging on vaccines to the public. The "trusted messenger" strategy is based on the assumption that people tend to trust such figures more than they trust public health authorities, according to the project website, which states:

> "Research tells us that who a message comes from is just as important — if not more — than what the content of the message is … Chair Care TMs [trusted messengers] play a critical role in sharing the facts about vaccination with their clients because their clients trust them.
>
> "TMs can talk with their clients about vaccinations in a more relaxed, conversational way than traditional authority figures or healthcare providers sometimes can."

By training the "trusted messengers" to promote their messages, the public health authorities can get their message across to the public, without the public being aware the message is designed and paid for by those health authorities.

Chair Care
WHERE BEAUTY MEETS HEALTH

Credit: Chair Care

Hairstylists who sign up for a six-month commitment participate in two day-long trainings where they receive tools so they can "feel more confident" talking to their clients about taking vaccines.

They will be trained in motivational interviewing, COVID-19 basics, flu basics and long COVID basics.

After the initial training, the hairstylists are required to participate in twice-monthly virtual meetings to receive updated content and program support. At the end of the six-month program, they participate in a half-day debrief.

They also spend 30-45 minutes per week submitting data on their client interactions. The program website doesn't indicate what types of data they are collecting.

Participants receive a one-time participant stipend, but the amount is also not specified on the website.

Better Together offers grants of up to $300,000 for proposals like Chair Care designed to circulate "vetted vaccine information" or increase access to vaccines for New Mexicans. All projects must include a focus on COVID-19 vaccination.

Better Together did not respond to The Defender's request for more information about the program at the time of publication.

RFK Jr. and Brian Hooker's
New Book: "Vax-Unvax"
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'Trusted messengers,' brought to you by corporate elite and the CDC

Chair Care cites an Ad Council Research Institute report, "The 2022 Trusted Messenger Study," a follow-up on a similar report published in 2021, as the justification for the program.

The Ad Council is a nonprofit research organization whose directorship is comprised of over 100 representatives from almost every major legacy and social media corporation, Big Pharma, Big Food, Big Tech, professional sports, banking and consulting.

Its mission is to "convene the best storytellers to educate, unite and uplift — by opening hearts, inspiring action and accelerating change."

The Trusted Messenger Study concluded that Americans don't trust political leaders and institutions. To "market" messages that will "shift perceptions" and "ignite new behaviors," leaders have to find the messengers that people trust and get them to deliver the desired message.

A key finding in the study was that local leaders — teachers, community leaders, nonprofits — are important references for people when they are gathering information to make decisions.

Based on these and similar ideas, the CDC since 2021 has doled out hundreds of millions of dollars in grants for the creation of "culturally tailored" pro-vaccine materials and for training "trusted messengers" to promote COVID-19 and flu vaccines to communities of color in every state across the country.

In March 2021, the Biden administration also earmarked $3 billion for the CDC to support local initiatives to "strengthen vaccine confidence."

"The Wuhan Cover-Up"
by Robert F. Kennedy Jr.
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The method: motivational interviewing

The Chair Care stylists will be trained to use motivational interviewing to influence their clients.

Better Together defines the method, from the CDC's website, as "an evidence-based and culturally sensitive approach to helping people manage mixed feelings and move toward healthy behavior change that is consistent with their values and needs."

According to Psychology Today, it is a counseling method used to help people decide to change their behavior, and it is particularly effective with people who are ambivalent, or even hostile. It can be effective in one or two sessions.

Originally developed for people with substance abuse disorders, the method is now applied broadly in healthcare, psychotherapy, correctional and counseling settings, according to the American Psychological Association.

The clinician — or in this case, the hairstylist — is meant to listen, show empathy and support for the idea that someone can change, and help people think about how they can do so.

The goal is to guide the communication in order to direct people in a way that is "respectful and curious."

The CDC provides a script for healthcare professionals to implement the methodology to promote COVID-19 vaccine uptake on its website. It also provides training in this method for clinicians working with HIV patients, opioid users and the elderly.

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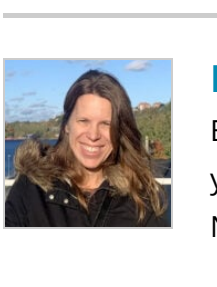

Brenda Baletti, Ph.D.
Brenda Baletti Ph.D. is a reporter for The Defender. She wrote and taught about capitalism and politics for 10 years in the writing program at Duke University. She holds a Ph.D. in human geography from the University of North Carolina at Chapel Hill and a master's from the University of Texas at Austin.

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Seabreezes1
15 days ago
If my hairdresser started talking about this stuff with me, she'd get an earful and then if she persisted, I'd get another hairdresser.
61 0 Reply • Share ›

Laura Pieters
15 days ago
I would be disgusted to get this from my hair stylist and if I did 1) educate them right back; 2) complain to their manager; 3) write a bad review of the business and 4) find a new hair stylist.
52 0 Reply • Share ›

r2bzjudge
15 days ago
"Chair Care TMs [trusted messengers] play a critical role in sharing the facts about vaccination with their clients because their clients trust them."

I already know the true facts about the Covid shots. They are not safe. They are not effective. My trusted messenger is the data.

The illogical thing about this program is that actual vaccine experts who didn't parrot the official narrative, were ignored or censored, or criticized by public health authorities, but now those authorities want people who have zero expertise about vaccines, to promote them. Hair stylists are not qualified to practice medicine.
51 0 Reply • Share ›

Dana Chalamet ➦ r2bzjudge
15 days ago edited
It's because they're desperate to PUSH the bio weapon ANY WHICH WAY they can. The obvious red flag here is that if it was truly SAFE, they wouldn't be SO desperate to be trying everything under the sun to COAX the ones who haven't bought into it, who haven't FALLEN for it yet. Anyone who actually BELIEVES the government is genuinely concerned for our wellbeing, for our safety, is believing in a fairytale. A lie. Again, they are DESPERATE and, TOO, they know their time is just about UP! The class action suits are underway and mountains of evidence/undeniable proof that covid was nothing but a SET UP for their depopulation agenda WILL be revealed to the world.
25 0 Reply • Share ›

GarySummers ➦ Dana Chalamet
15 days ago
"Many 'CDC Blunders' Exaggerated Severity Of COVID-19: Study"
"The U.S. Centers for Disease Control and Prevention (CDC) made at least 25 statistical or numerical errors during the COVID-19 pandemic, and the overwhelming majority exaggerated the severity of the pandemic, according to a new study."
https://www.zerohedge.com/p...
9 0 Reply • Share ›

Dana Chalamet ➦ GarySummers
12 days ago
Yup. Malicious intent and willful misconduct! And just wait till the masses hear about it and hear about the actual deaths CAUSED by their deadly bio weapon!

https://x.com/rwmalonemd/st...
1 0 Reply • Share ›

brbg ➦ GarySummers
13 days ago
That was intentional. Every alphabet agency is owned by Big Pharma and Bill Gates.
1 0 Reply • Share ›

Brian Collecott ➦ Dana Chalamet
11 days ago
I see big trouble ahead for govts and the WHO if they one day try to mandate any shots worldwide. They truly have no idea about the level of anger and resentment in many countries, in particular those subjected to previous experiments and mass sterilisations.
2 0 Reply • Share ›

Rob DF ➦ r2bzjudge
15 days ago
I'm not sure I agree with you. Technically speaking a hairdresser works in a specialized branch of cosmetic medicine. It's a procedure in which a part of the body is surgically altered for cosmetic purposes, really closely related to plastic surgery. So as far as I'm concerned they're well qualified and really - could they give any worst advice than other branches of "medicine" have?
1 19 Reply • Share ›

Catherine H ➦ Rob DF
15 days ago edited
I was in the business and have my license...by no means whatsoever would a cosmotologist have the knowledge to advise their clients regarding their medical needs. We take a very short lesson plan on anatomy...and we are not medical professionals and have no business trying to convince people on an action that could literally END THEIR LIFE!!!
22 0 Reply • Share ›

Rob DF ➦ Catherine H
15 days ago edited
Wow... did that post actually seem literal to so many people? Ever heard of the expression tongue in check (expect for the last bit)?
2 2 Reply • Share ›

Brian Collecott ➦ Rob DF
11 days ago
Too well parodied Rob. There are some who would take that view I'm sure ;-)
0 0 Reply • Share ›

Leaving CA Soon ➦ Rob DF
14 days ago
It's HAIR, not Plastic Surgery! how could a person with two brain cells come up with that analogy? NO, they are NOT well qualified, REALLY. Most do not have STEM degrees, that's why they "do" hair, like a dog groomer... ITS a matter of Grooming, or landscaping work.. Science or reasoning not required. If a Hair stylist began pushing false government sponsored propaganda about receiving dangerous Gene editing injections, I'd report her/him to the cosmetology board for practicing medicine, completely unqualified. Are their reporting client names and negative, uncooperative remarks about non vax status to the gov CDC data portal? This sounds like a beta test for surveillance paid Gov Agents. Very Communist deceptive spying, by gaining trust.
4 0 Reply • Share ›

Candice Rios ➦ Rob DF
15 days ago
As a licensed Cosmetologist myself, advising clients about medical procedures is outside of our scope of practice and risks us losing our licensing. I'd advise ALL professionals to immediately STOP recommending medical treatments to anyone!
AND...NEVER FORGET they said we were NON ESSENTIAL!
3 0 Reply • Share ›

Suzanne ➦ Rob DF
15 days ago
A hairdresser is surgically altering part of the body?!! No! He or she is not qualified to provide medical care any more than I, as a massage therapist, am. It is not in their scope of practice. They are in a beauty profession, not a health care profession.
2 0 Reply • Share ›

Rob DF ➦ Suzanne
15 days ago
Hmm... apparently you missed the tongue in check nature of the post.
2 2 Reply • Share ›

roydenoral ➦ Rob DF
15 days ago
A haircut is not considered plastic surgery.
1 0 Reply • Share ›

Dorothy Kaytor ➦ Rob DF
12 days ago
The entire premise is wrong regardless of which service provider they are training.
0 0 Reply • Share ›

Kam Bodfish ➦ r2bzjudge
14 days ago
Quite a few allopathic medical providers aren't qualified to practice medicine. I say this as an RN of 41 years who worked ER, OR, PACU and OB/GYN. Very few times I was advised to give vaccine. If an OB/GYN MD gave an order for a pregnant patient to get a flu shot or UTD vaccine, I declined and a co-worker would administer it. Still wrong on many levels but at times that was all one could do.
0 0 Reply • Share ›

mcwinaz
15 days ago
OMG.. If this is not a big 'ol RED FLAG to everyone, then clearly you are comfortably with your head THAT FAR DOWN in the sand.. I laughed out loud reading this.. Let's hope that's the reaction these "trusted messengers" receive the minute they start spewing their nonsense...
33 0 Reply • Share ›

Stuff Happens ➦ mcwinaz
15 days ago
Brown shirts were trusted messengers too. Some things never change.
12 0 Reply • Share ›

Polly Green ➦ mcwinaz
15 days ago
I think it's a big BLUE flag if you know what I mean.
6 0 Reply • Share ›

Deborah M. Damascus
15 days ago
And if a vax injury occurs can you sue the hair stylist?
27 0 Reply • Share ›

Catherine H ➦ Deborah M. Damascus
15 days ago
Not that I would ever take these toxic juice shots, but if anyone did and they ended up with vaccine injury they should absolutely include their stylist as a culprit. I wonder if these salons would have some kind of waiver that would clear them of wrong doing because I can see a whole lot of people suing the crappola out of them.
7 0 Reply • Share ›

CrystalClaire ➦ Catherine H
15 days ago
Why wait for an injury? Just inquire if they would be willing to sign a CONTRACT guaranteeing full liability, & financial coverage in advance, for any, & all medical injury you might incur from trusting their advice about these Russian Roulette Depopulation Jabs!!! I'll bet they're not insured for THAT sh*t!!!
2 0 Reply • Share ›

Judith ➦ Deborah M. Damascus
15 days ago
Good point. Are they covered by the PREP act?
3 0 Reply • Share ›

OGuillory
15 days ago edited
...anyone who pushes a vaccine on me in any environment other than a doctor's visit...I would just get up and walk out. I don't care if my hair is half cut...I'd just get up and walk out. Then I would report the stylist for practicing medicine without a license. I would barely listen to the doctor at that point and end my visit ASAP. F The CDC and F The State of New Mexico.
26 0 Reply • Share ›

Camie ➦ OGuillory
15 days ago
I won't accept it at a doctor's visit either.
22 0 Reply • Share ›

Judith ➦ Camie
15 days ago
I love it when they ask about the injection at the doc office - "AB SO LUTE LY NOT. EVER"
My doctor says "I know, Judith, but I have to ask".
9 0 Reply • Share ›

Lily Rips ➦ Judith
14 days ago
Saw my GP last week for general 'Wellness"Annual. The nurse comes in, reads off a long list of Vaccines to me. Are you up to date on these? 1,2,3, 4, 5, Shingles, Covid 1,2, 3, 4 etc, Pneumonia, TDap, QuadFlublox Shots... and a few more. I asked the doc Why do they push this Vaccine hysteria nonsense., I told them years ago in my chart NEVER would I take ANY shot, and Never took a flu shot in my entire six decades of life. My labs were Perfect. and no meds needed. Push back hard at the docs office so they get the message loud and clear. NO more Shots.. They want the revenue stream, big chunk of $$ business for them while they injure or kill you, for more drugs to treat. Vicious cycle.
1 0 Reply • Share ›

Mike R ➦ Lily Rips
14 days ago edited
Unfortunately, there are codes being used in the EMR now to indicate if a patient is (or isn't) compliant with receiving jabs. If I recall correctly, there are related secondary codes to indicate what the reason is for not complying.
2 0 Reply • Share ›

Brian Collecott ➦ Lily Rips
11 days ago
Yep here in the UK we now have millions on NHS waiting lists and online or phone consultations only for most of us, yet there is a steady flow of snail mail every week telling me to get my flu and covid-19 shots. And why are GP OBLIGED to ask. Who is making them? And why convid-19 shots now?
0 0 Reply • Share ›

Mike R ➦ Camie
14 days ago
Yeah, not anymore... and I'm a retired nurse. Retirement came early when I was expected to GIVE the jabs, prior to mandates. What was going on behind the scenes was already apparent before the junk was rolled out.
4 0 Reply • Share ›

Honey Bee
15 days ago
What a stupid idea
22 0 Reply • Share ›

OGuillory
15 days ago
...think about their logic for this. "No one trusts the government, so let's find someone local they will trust...and have other's push our lies". I can bet you that anyone who participates in this program will lose clientele and probably their business. Imagine sitting in their chair, having your hair done so that you can attend your loved one's wake or celebration of life...after they just died from the non-vaccine "vaccines". I would be concerned as there are sharp instruments available....
20 0 Reply • Share ›

DL ➦ OGuillory
15 days ago
' Imagine sitting in their chair, having your hair done so that you can attend your loved one's wake or celebration of life...after they just died from the'…jab. EXCELLENT point that I bet 'they' did not think of…
14 0 Reply • Share ›

MultiChubby1 ➦ OGuillory
15 days ago
lol
1 0 Reply • Share ›

Countrygirl1411
15 days ago
"Chair Care TMs [trusted messengers] play a critical role in sharing the facts about vaccination with their clients because their clients trust them."

In other words trained to spread government lies.
20 0 Reply • Share ›

EditorDesk
15 days ago
This is absolutely disgusting. There is ample evidence and agreement that the "vaccine" does not produce immunity. Its one and only purpose is to help reduce global population. The government wants you dead.
19 0 Reply • Share ›

Stuff Happens ➦ EditorDesk
15 days ago
600,000 unvaccinated, unhygienic, drug addled homeless in tent cities that are still alive are proof "The worst Pandemic since the Spanish Flu" is a sham. Add to that about 10 million unvaxxed illegals and the Amish who are 99% unvaxxed and I'm stunned we are still taking about covid like it's a thing. It isn't. Never was. And, Newsflash: Variants are a lie. A marketing tool to keep the scam going forever. Did we worry about variants after SARS, MERS, Bird or Swine flu? Of course not. Because there's nothing. Zip. Zero. Nada. To worry about. They need to pack up their little doctor bags and go home.
9 0 Reply • Share ›

Ricky Ricardo ➦ Stuff Happens
15 days ago edited
No shot of anything for me, since 2009 (2008 was the last year I took the flu shot and the last year that I had to deal with any cold or flu). So; no flu shot for 14 years and no cold or flu for 14 years! I STILL see no evidence of any Phantom Virus that's "coming to kill us all". How many "waves" did we allegedly have...5, 6 - 7? I think I started to lose track around #4. I guess you had to be near the water to see those waves. ;)

BTW: I was 100% correct in what I stated from the beginning of the ConVid PsyOps: This was never about some cold virus. It was/is a means to an end. Those nefarious agendas are all being rolled out now. Vaccines passports, Digital I.D.'s, Digital Currency, Pandemic Preparedness (unheard of before 2020!), 15 minute cities, Agenda 2030, etc., etc.! Welcome to the Brave New World; or should I say; **The Great Reset/New World Order**.

Do people who might read this, realize that if the WHO are allowed to finalize and pass their Pandemic Preparedness Treaty - **next May**, they will essentially become the **One World Government**, along with the WEF and UN? The stakes have never been higher!
8 0 Reply • Share ›

Catherine H ➦ Ricky Ricardo
15 days ago
Yes, I don't think many people have any idea that we have given away our sovernity over to the WHO and yes NWO is just around the corner. Just one question??? What is 15 minute cities???
4 0 Reply • Share ›

Ricky Ricardo ➦ Catherine H
15 days ago
I have a video from the lamestream media. Of course, they put their own spin on it, telling you how great it is for us, the environment, etc. Basically, it's a neighborhood in which you can access everything you need (or think you need) within a 15 minute walk or bike ride. They pretend that this is to use fewer resources and save the planet...fewer cars, etc.. Of course, the globalists will still enjoy their gas guzzling cars, boats and private jets! These cities will be "SMART" with 5/6G and total surveillance everywhere you go. They will eventually become prisons! There will be Digital I.D.'s/biometrics, Digital Currency, etc. There will be total control of people's lives. Have you seen the out-of-control construction/developments everywhere? This evil is coming at us at "Warp Speed"!
https://globalnews.ca/news/...
4 0 Reply • Share ›

Catherine H ➦ Ricky Ricardo
14 days ago
Thank you for sharing. I will check this out.
1 0 Reply • Share ›

Lily Rips ➦ Catherine H
14 days ago
The [15-minute city] is an Globalist agenda that has rapidly ascended in the minds of gov and your Uniparty Globalist bought legislators

Forcing revolutionary change needs a green climate change headline. Hence, urban travel has become an essential pillar of the agenda. The scheme pledges to completely phase out the reliance of combustion-engine cars by enticing (forcing) people to travel on foot or bike. Seniors, elderly, and most folks over 45 cannot walk miles, run, bike due to aging, disability or exposure to being a crime victim. How to bring 3 bags of groceries home?

A revolution that would eliminate transport as the number one contributor to climate change.(BIG LIE) It does seem that plans for 15-minute cities are reinforcing the main ideas of PRIVATE CAR ABOLISHMENT. = Loss of Mobility your complete freedom of travel and movement unrestricted..

Globalists promoters like Klaus Schwab want to imprison, lockdown people, eventually force Digital Passports, they can remotely turn on and off your food supply, bank digital currency, or lock in the City once its fenced in needing digital papers to exit like a concentration camp. This is dystopian Globalist dream for you and not for them. Foolish for anyone to buy into this prison under surveillence.
0 0 Reply • Share ›

Brian Collecott ➦ Catherine H
11 days ago
Basically an open prison...
1 0 Reply • Share ›

SweetJustice ➦ Catherine H
13 days ago
Goggle 15 minute cities and do the same on Youtube. It's already up and going in some European cities and more coming.
1 0 Reply • Share ›

Ricky Ricardo ➦ SweetJustice
12 days ago
They are already building them everywhere - including in Canada!
0 0 Reply • Share ›

JAOPRAT
15 days ago
Pure indoctrination. Disgusting.
14 0 Reply • Share ›

Cari Harris
15 days ago
My stylist tried it the first go around, when they made it mandatory to wear a mask in the salon if you hadn't been vaccinated. I think she was shocked as she has always known me to be a democratic voter with left of center ideology. Which I still am to this day. What she didn't know was that I have been a health freedom advocate for 35 years, and that I myself had not had a vaccine since I was 8 years old. She tried to use the quote "for the greater good", well needless to say I set her straight that my belief was that people don't vaccinate out of care for the greater good, but abject fear that they themselves will contract whatever illness they are vaccinating against. No one wants to admit that fear is the driving factor.
13 0 Reply • Share ›

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